

1 1. A method comprising:
2 positioning a plurality of wireless tags around a
3 facility; and
4 providing a sensor associated with a user to
5 sense the tags to determine the position of the user in the
6 facility.

1 2. The method of claim 1 including:
2 wirelessly linking a plurality of shopping carts
3 within a retail facility through a local area network based
4 in the retail facility; and
5 enabling the carts to exchange information
6 through said network.

1 3. The method of claim 2 including providing a
2 processor-based device on a shopping cart to retail
3 customers that wirelessly communicates with said server.

1 4. The method of claim 2 including pushing
2 information to the cart depending on the cart's current
3 location.

1 5. The method of claim 1 including providing a
2 plurality of sensors associated with the user, each sensor
3 to sense the tags to determine the position of the user in
4 the facility.

1 6. The method of claim 1 including providing said
2 sensor on a shopping cart.

1 7. The method of claim 1 including receiving
2 identifying information from each of a plurality of
3 wireless tags.

1 8. The method of claim 7 including providing said
2 information from said wireless tags to a server.

1 9. The method of claim 7 including using said
2 information from said wireless tags to determine the
3 current location of the user.

1 10. The method of claim 1 including obtaining
2 information about the route and direction of travel of a
3 user.

1 11. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3 receive information from a plurality of wireless
4 tags distributed about a facility; and
5 analyze information from the tags to determine
6 the location of a user.

1 12. The article of claim 11 further storing
2 instructions that enable a processor-based system to:
3 wirelessly link a plurality of shopping carts
4 within a retail facility through a local area network based
5 in the retail facility; and
6 enable the carts to exchange information through
7 said network.

1 13. The article of claim 12 further storing
2 instructions that enable the processor-based system to
3 provide information about the current location of a
4 processor-based device associated with a cart.

1 14. The article of 13 further storing instructions
2 that enable the processor-based system to determine the
3 cart's location.

1 15. The article of claim 14 further storing
2 instructions that enable the processor-based system to push
3 information to a cart depending on the cart's current
4 location.

1 16. The article of claim 12 further storing
2 instructions that enable the processor-based system to
3 receive information from a plurality of sensors associated
4 with the user, and extract position information from a

5 plurality of tags sensed by each of the plurality of
6 sensors to determine the position of the user.

1 17. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 receive identifying information from each of a plurality of
4 wireless tags.

1 18. The article of claim 17 further storing
2 instructions that enable the processor-based system to
3 provide said information from said wireless tags to a
4 server.

1 19. The article of claim 17 further storing
2 instructions that enable the processor-based system to use
3 the information from the wireless tags to determine the
4 current location of the user.

1 20. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 obtain information about the route and direction of travel
4 of the user.

1 21. A system comprising:
2 a plurality of wireless tags;
3 a wireless sensor associated with a user;

4 a processor associatable with a user; and
5 a storage coupled to said processor to determine
6 the user's position based on information from said tags.

1 22. The system of claim 21 further including a
2 wireless transceiver.

1 23. The system of claim 21 further including an
2 interface to enable network communications.

1 24. The system of claim 21 wherein each of said
2 wireless tags provides an identifying code to said wireless
3 sensor.

1 25. The system of claim 21 including a plurality of
2 wireless sensors associated with the user.

1 26. The system of claim 21 including a shopping cart,
2 said wireless sensor and said processor mounted on said
3 shopping cart.

1 27. The system of claim 21 including a wireless
2 interface to communicate with a network.

1 28. The system of claim 27 wherein said processor
2 forwards information from said tags through said wireless
3 interface to said network.

1 29. The system of claim 21 including a server coupled
2 to said network, said server receiving position identifying
3 information from said sensor and providing advertising
4 information to said processor.

1 30. The system of claim 21 wherein said processor
2 tracks the direction and movement of said user.